



Australian Bureau of Statistics

2902.0 - Census Update (Newsletter), Nov 2000

ARCHIVED ISSUE Released at 11:30 AM (CANBERRA TIME) 30/11/2000

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Editorial

This edition of **Census Update** sees the Census Output Program in the final stage of user consultations. I would like to thank everybody that has contributed during this time. Your active participation over the past 18 months has assisted the ABS to develop a suite of Census products relevant to your requirements.

As well as a wrap up of the final consultation phase, this issue of **Census Update** includes an article on **How Australia Takes A Census** and provides an update on the census dress rehearsal.

2001 will be a busy time for the ABS and in particular the Census Output Program. Census Update will continue to keep you informed of all the important events, milestones and exciting initiatives, like the **CDATA User Group**. The **census.users** e-mail alert system will also deliver the latest findings, product news and information direct to your desk top.

With the 14th national census to be conducted on August 7th 2001, the first 2001 edition of Census Update should arrive in March. Be sure to watch for it.

Joanne M. Gibbons
Census Update Editor

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Getting Maximum Value out of CDATA - Join the CDATA Group

The ABS recognises the strong support of the general public, government and business organisations for our tabulation and mapping software package, CDATA. A recent example of the use of **CDATA96** was by SOCOG in creating hundreds of maps for the longest Torch Relay in the history of the Olympic Games. Using the mapping software and demographic information, SOCOG was able to ensure more than 85% of the Australian population lived within a one hour drive of the chosen route, which took in 1000 towns across every state and territory. The use of CDATA96 by SOCOG is covered further in the Census Update article **CDATA & Mapinfo show the way for the Olympic torch relay**.

Over the past year, the ABS has been consulting extensively on our proposed strategies and the products and services for the 2001 Census Output Program. In addition to widely distributed questionnaires, user consultation workshops were also held in each capital city seeking input from major clients. An identified need resulting from these consultations has been to improve the communication channels between the ABS and CDATA users. To facilitate this, the ABS is establishing a CDATA User Group.

The ABS will have a national CDATA User Group network which will effectively communicate information on CDATA2001 developments and provide a forum for users to share knowledge and expertise in the use and application of CDATA96, and later CDATA2001.

Internet facilities will be established with specific web pages for the CDATA User Group. It will allow more timely access and response - 24 hours, 7 days-a-week to a User Group Messageboard. A quarterly newsletter is planned and will be e-mailed to members and posted to the User Group Messageboard. The first is expected in the first quarter of 2001.

There are a number of benefits in becoming a member of the User Group:

- Direct e-mail notification of software upgrades, hints and tips, census conceptual and data issues;
- Direct notification via quarterly newsletter of items of interest such as usability/prototype testing and progress reports on CDATA development issues;
- Active participation in the Internet chatroom which will facilitate the exchange of commonly shared ideas.
- Attendance at locally run CDATA user workshops; and
- Invitation to exclusive CDATA2001 prototype demonstration workshops.

How to register

Membership is free and open to anyone who has an interest in gaining the maximum value out of this product. Personal invitations to join the User Group will be sent to all current CDATA users . However, you need not wait for your invitation. To register to become a member of this group

simply send an e-mail containing your name and organisation to census.users@abs.gov.au with 'CDATA User Group' in the subject field.

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CDATA96 and Mapinfo show the way for the Olympic Torch relay

Census Information, mapping layers from **CDATA96**, and Mapinfo v5.5 helped the Sydney Organising Committee for the Olympic Games (SOCOG) map the national route for the torch relay which covered more than 27,000 kilometres in 100 days. The same technology and information was also used in preparations for the paralympic torch relay.

Using mapping software and demographic information, SOCOG was able to ensure more than 85 per cent of the Australian population lived within a one hour drive of the chosen route, which took in 1000 towns across every state and territory.

Population statistics from the ABS were also used to determine and map where the lunchtime and evening celebrations would be held each day. The route was designed to finish each day in a major centre that had the capacity to accommodate the celebration and convoy crew accompanying the torch relay.

Mapinfo and **CDATA96** were used to help in the selection process of the 11,000 torchbearers. 105 judging panels were set up across Australia based on Local Government Areas with approximately the same total population in each one so that everyone had a fair chance of being selected.

Mr Ant Burnett, SOCOG Torch Relay Mapping and IT Specialist said "We couldn't have created the Torchbearer selection process without Mapinfo and **CDATA96**, and it was invaluable as a back up for picking up discrepancies in the information on our database - it's as simple as that."

More information on the Sydney 2000 Olympics, Paralympics and sport in Australia is available on the ABS Culture and Recreation Theme Page.

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Census e-mail alert list

Would you like the convenience of being kept informed of the latest Census developments and issues via e-mail?

The new **census.users@abs.gov.au** is a service available to anyone interested in being kept up to date with census news. E-mails will be forwarded to you as important census information becomes available eg. findings from the latest consultation process, product alerts and releases etc.

If you wish to be added to our e-mail list, simply send an e-mail to **census.users@abs.gov.au** and type in the subject field "Add to census e-mail ". If at any time you wish to be taken off the list type "Cancel census e-mail" in the subject heading.

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CLIB2001 - Planning community access to Census data through libraries

The **Library Extension Program (LEP)** member libraries will continue to play an integral role in the dissemination of Census data as part of the 2001 Census Output program.

Key strategies for the 2001 Census data dissemination include:

- Complete **Basic Community Profile** data (to Statistical Local Area (SLA) level for all of Australia) available free of charge on the ABS web site;
- Snapshots - narrative extracts from Basic and Time Series Community Profiles down to SLA level for all of Australia, also available free on the ABS web site;
- **CLIB2001 CD-ROMs** or Internet software provided to LEP member libraries. CLIB2001 data will include all Community Profile data and Classification Counts, down to Collection District (CD) level free of charge for patrons of the LEP member library.

What will be new in CLIB2001?

CLIB2001 will be similar to CLIB1996, but will be more intuitive and user friendly. It will include new features such as a drill down map interface, text search facilities and a better print function which will assist users in selecting and finding information more quickly. A full set of support documentation (2001 Census definitions and concepts) will also be available within the product.

Full SLA maps on CD-ROM

The ABS will also provide all LEP libraries with a comprehensive set of SLA maps on a CD-ROM complete with the CD boundaries and codes. These maps will reduce the difficulties experienced with the hardcopy maps provided from the 1996 Census, which had been limited to areas surrounding the respective library and could be defaced, misplaced or stolen.

Data Release Schedule

The scheduled launch date for the first release of CLIB2001 is November 2002, with the second release to follow in April 2003. However, LEP member libraries, along with the general community, will be able to access first release data, including Basic Community Profile data down to SLA level, free of charge through the ABS web site from the national launch scheduled for July 2002.

More Details

More details on the range of products and services that will be available for the 2001 Census, and their scheduled release dates, are contained in **Proposed Products and Services (Cat. No.**

2011.0).

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Outcomes of census "Dress Rehearsal"

As reported in the last issue of Census Update , things were gearing up for the launch of the census test or "dress rehearsal" before the "main event ". The census test was held on 27 June. 40,000 dwellings in Victoria took part.

The census test of field procedures and public relations (PR) initiatives was a great success. The dress rehearsal highlighted the effectiveness of various initiatives in promoting the 2001 Census. It also provided a final opportunity to fine tune field enumeration and processing systems for Australia's 14th Census of Population and Housing next August. The census test was held on 27 June. 40,000 dwellings in Victoria took part.

Results from the PR Census test launch

Census promotional material was displayed in selected **Library Extension Program (LEP) libraries**. The main community PR activity involved a partnership between the ABS, the Local Council and the Mildura Library which hosted the launch of the census test.

The census test was launched in Mildura on 14 June 2000, with an opening address from Mayor Anne Cox, and an address by the Director of the Census for Victoria, Andrew Henderson. It was an outstanding success, with the census test gaining significant coverage and interest on TV, radio and print media throughout the test period.

Consequently Census PR and the LEP network plan to continue working in partnership to promote the main event to the community.

Test census web site

The ABS Census Dress Rehearsal web site was very successful. It went on-line on June 12 this year and received over 15,000 hits. The web site launch coincided with the Mildura promotional initiative, as well as delivery of the census test form, guide and fridge magnet.

The test site is currently being updated and expanded to include:

- general information about the census and census output;
- frequently asked questions and answers;
- a special schools section including lesson plans and games;
- information for the media; and
- community information translated into many languages.

Results from Census Field Operations

The key objective of the 2001 Census Dress Rehearsal was to conduct a test that would provide sufficient numbers of completed Census forms for testing Census processing systems and evaluating auto coding indexes.

Overall the Dress Rehearsal was very successful. The systems and procedures the ABS has in place are effective, easy to use and work well. The Dress Rehearsal provided a wealth of feedback that will enable fine tuning of the systems prior to going live for the Census in 2001.

One very significant data quality improvement identified in the Dress Rehearsal was the Collector's completion of the Dwelling Structure question. This improvement can be attributed to the increased focus on this issue in both training and procedural manuals. The aim now is to carry this improvement forward into the main event.

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Finalising the 2001 Census Product Suite

The ABS recently completed the final phase of a large user consultation process in preparation for the next census in August 2001. Since early 1999, feedback on the 1996 Census Output Program has been sought from data users, and in addition their views on proposed strategies and directions for the 2001 Census Output Program have also been canvassed.

The most recent phase involved the release of an **Information Paper: 2001 Census of Population and Housing: Proposed Products and Services** (ABS Cat. No. 2011.0). It documented the full range of proposed 2001 Census products and services, and included indicative release dates for the various output. It was accompanied by a **supplement** and **questionnaire**.

The supplement provided details on the proposed format and table content of 2001 Census publications, the Community Profile Series and Internet Services. The information paper, supplement and questionnaire were distributed to all Census Update readers in July 2000. They were also available electronically via the ABS web site. In addition, focus groups involving some major users of census data were convened around Australia during August 2000. The information gathered from these consultations has been valuable and informative. A broad overview of the preliminary results of the most recent phase of the consultative process follows.

Preliminary findings

- Clients endorsed the proposed structure and content of the web site, and indicated that the free census products planned for the web site would be well utilised.
- The Census Snapshot narrative service was viewed as useful by clients, with the majority of respondents indicating they would expect to access summary level data through this web based service.
- While a number of clients indicated that they would not be willing or able to purchase data via the Internet, there was still adequate support for this method of purchase to warrant further investigation of the facility.
- There is continued client support for **CDATA** and Quickbuild. Many CDATA users commented on the output views and report types, thus providing a useful insight into the functionality of this product. Preliminary results indicate CDATA users are very keen to keep "Data View" as part of the package and therefore it will be retained for 2001.
- The community profile series was well received by clients and Excel appears to be the preferred output option. Comments for improvements and inclusion of other data items are currently being considered.
- There has been mixed support for the reintroduction of proportion cells.

Final results

The detailed findings of this round of consultation are expected to be on the ABS web site in February 2001. Based on the results of the survey and user consultations, the ABS is now finalising the design, content and functionality of the full range of 2001 Census products and services.

Detailed information about the proposed 2001 Census product suite and indicative prices will be made available as plans are finalised.

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Proposed release dates for 2001 Census products and services

CENSUS DATA PRODUCTS - Indicative release dates

First Release Basic Community Profile	July 2002
CDATA2001 Release 1 (Digital boundaries & map data, 1991 & 1996 Time Series data on 2001 boundaries and first release Basic Community Profile)	September 2002
CLIB2001 Release 1 (First release Basic Community Profile)	November 2002
Second Release Basic Community Profile	November 2002
Household Sample File	Mid 2003
CDATA2001 Release 2 (Second release Basic Community Profile & Time Series Profile)	June 2003
CLIB2001 Release 2 (Second release Basic Community Profile & Time Series Profile)	April 2003
Other Community Profiles	progressively to mid 2003
National Selected Characteristics (first release) for SDs	July 2002
State/Territory Selected Characteristics for SLAs	Sept 2002
Selected Characteristics (second release) for SLAs	Feb 2003
Selected Characteristics for Urban Centres/Localities	March 2003
Social Atlases	Nov 2002 - Apr 2003
SEIFA2001	Sept 2003

CENSUS CUSTOMISED DATA SERVICES

Advance ordering service in conjunction with Census Table Specification Service	Available from October 2001
Customised Table delivery	from July 2002

CENSUS REFERENCE PRODUCTS

Census Dictionary	April 2001
Directory of Census Statistics	1st issue mid 2001
Digital boundaries	last issue late 2003
Other geographic reference data	Progressively from late 2001
Census CD maps	Late 2001
Census SLA maps	Late 2001

CENSUS GEOGRAPHY PUBLICATIONS

Census edition of Australian Standard Geographic Classification (ASGC)	Sept 2001
Non-ASGC Census geography	Early 2002
Urban Centres and Localities	Late 2002

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The how and why of the Census

The census is the largest statistical collection undertaken by the ABS and one of the most important.

The ABS provides the public with an overview of the process through publications, the Internet and the media, in order to increase the awareness and understanding of the census.

The publication **How Australia Takes a Census** (2903.0), released in October this year, is available from the ABS web site and provides concise information on the history of the census, and the plans for the 2001 Census. It summarises the collection processes and touches on the special procedures for collection of census data from indigenous people and ethnic groups.

How Australia Takes a Census (2903.0) includes information on new issues pertaining to the 2001 Census, such as the retention of the census forms, the latest technology being used in processing the forms, and the data products that are expected to be released.

A copy of the 2001 Census Household form questionnaire and the household help guide are included to help you understand why certain data are requested. The help guide also provides examples of how census information is used to build a better Australia.

A very useful publication for general interest and good reference material for those who use the census data in detail.

If you would like a complimentary hard copy of the publication **How Australia Takes a Census** (2903.0) (normally rrp \$10.00) please call Census Marketing on 1800 813 939 (toll free) or email census2001@abs.gov.au with your postal details.

Break out box

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